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PTO/SB/21 (01-03)

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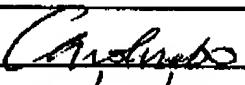
Total Number of Pages in This Submission

Application Number	09/295,856
Filing Date	April 21, 1999
First Named Inventor	Todd R. Collart
Art Unit	2125
Examiner Name	Paul L. Rodriguez
Attorney Docket Number	IA 1506.01A

ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to Group
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment / Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
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<input checked="" type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
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<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> CPA Request Transmittal
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> Remarks	<input type="checkbox"/> Receipt for facsimile transmitted CPA
<input type="checkbox"/> Response to Missing Parts/ Incomplete Application		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

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Firm or Individual name	DISCOVISION ASSOCIATES -- Intellectual Property Development 2355 Main Street, Suite 200, Irvine, CA 92614 -- U.S.A. -- Tel: (949) 660-5000
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Date	04/09/03

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This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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(To accompany a request for
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NOTE: By this receipt, the USPTO (a) acknowledges that a request for a CPA was filed by facsimile transmission on the date stamped below by the USPTO and (b) verifies only that the application number provided by the applicant on this receipt is the same as the application number provided on the accompanying request for a CPA. This receipt CANNOT be used to acknowledge receipt of any paper(s) other than the request for a CPA.

2. APPLICATION IDENTIFICATION:

(Provide at least enough information to identify the application)

a. For prior application

Application No.: 09/295,856
Filing Date: April 21, 1999
Title: System, Method and Article...Electronic Storage Medium
Attorney Docket No.: IACTP005
First Named Inventor: Todd R. Collart

b. For instant CPA application

New Attorney Docket No.: IA 1506.01A
(if applicable)

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April 9, 2003

VIA FACSIMILE

BOX CPA
 Honorable Commissioner for Patents
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22887
 PATENT TRADEMARK OFFICE

RE: Inventor: Todd R. Collart

TITLE: SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR
 TRANSMISSION OF ADVERTISEMENTS BASED ON THE CONTENT
 OF AN ELECTRONIC STORAGE MEDIUM

USSN: 09/295,856

Confirmation No. 7668

Art Unit: 2125

Filed: April 21, 1999

Atty. Docket No.: IA 1506.01A US

Dear Sir:

Enclosed for filing please find the following:

1. Transmittal Form;
2. Fee Transmittal Form;
3. Preliminary Amendment (Pages 1-10);
4. Continued Prosecution Application (CPA) Request Transmittal (2 pages);
5. Receipt for Facsimile Transmitted CPA (1 page);
6. Request for a One-Month Extension of Time; and
5. Certificate of Facsimile dated April 8, 2003.

Please indicate on the enclosed Receipt for Facsimile Transmitted CPA the date of receipt of the enclosed materials and mail this to acknowledge receipt of this transmittal.

Very truly yours,

DISCOVISION ASSOCIATES

Caroline T. Do
 Patent Prosecution Attorney
 INTELLECTUAL PROPERTY DEVELOPMENT

CTD:sm

Enclosures

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I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office (Fax No. (703) 746-7233) on April 9, 2003.	
Signature	Caroline T. Do
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To: BOX CPA
Honorable Commissioner for Patents
Washington, D.C. 20231

Date: April 9, 2003

ATTN: Examiner P. Rodriguez

Number of Pages: Cover + 17

FROM: Caroline T. Do

TELEPHONE NO.) 703-305-7399

FAX NO.: (703) 746-7238

RE: USSN: 09/295,856

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Filed: 4/21/99

Title: System, Method and Article of
Manufacture for Transmission of
Advertisements Based on the Content of
An Electronic Storage Medium

Inventor: Todd R. Collart

Confirmation No. 7668

Art Unit: 2125

Our Reference: IA 1506.01A

AFTER FINAL COMMUNICATION
ATTN: EXAMINER PAUL RODRIGUEZ, ART UNIT 2125